RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 24, 1998

RJR Account #570300
Mr. T. Hyrb
SCHEIDELMAN, INC.

MAY: WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800266

Dear Tom:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **30** SKUs of preassembled Counter Displays (Item #541085) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases Promoted Product	Brand Styles	UPC Code
2	*Winston FF Box*	12300-25252
2	*Winston Light Box*	12300-25253

PO #041498

Product / Premium Arrival:	**April 14, 1998**
Ship Date to Retail:	**Week of: April 27, 1998**

Displays (Item #541085)

SKU CUBE:	**1.7500**
SKU WT (w/o Product):	**3.7500 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Full Price Cartons**
EFT $ Amount:	**$1,124.00**

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Source: https://www.industrydocuments.ucsf.edu/docs/fsxn0000

MAY .70¢ 2-Pack Tear Tape
SCHEIDELMAN, INC.

Promotion Description:
Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston FF Box and Winston Light Box*.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED WHOLESALER PACKING INSTRUCTIONS

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$56.00 (2 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162206
L. E. MacWilliams

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER PACKING INSTRUCTIONS

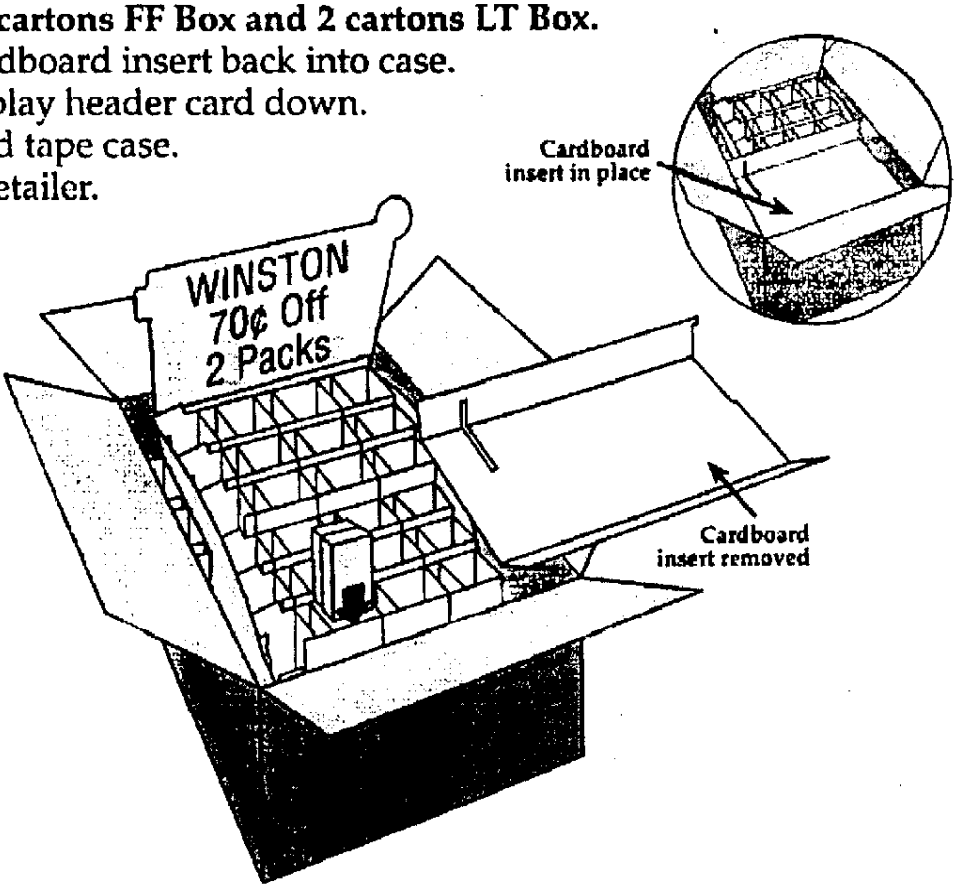
VALUE ADDED PROMOTIONS **2ND QTR.'98**

May WINSTON .70/2 PK

(70 cents off 2 packs)

STEPS

1. Open WINSTON .70/2 PK shipping case. Remove cardboard insert.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. **Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.**
3. Place cardboard insert back into case.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 541085 WINSTON May .70/2 PK Display Kit
Promotion Reporting Description: WIN May .70/2 PK

Brand Style						
Number of Cartons						

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WHOLESALER : 570300 SCHEIDELMAN, INC. <DIRECT>
TEMPLATE : 800266 80500 WIN MAY .70/2 NC
TEMPLATE SEQ : 0905
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162202	162236	304743	NICHOLS NEWS & VAR	80 MAIN ST	CAMDEN	NY	13316	1				(315)245-1959
162202	162232	753483	LOFFT'S MARKET	2651 ERIE DR	WEEDSPORT	NY	13166	1			650	(315)834-9988
162202	162238	696617	C&J'S GROCERY	370 COUNTY ROUTE	PENNELLVILLE	NY	13132	1			0205	(315)695-2131
162202	162238	172450	VELLAS HOMETOWN MKT	45 REDFIELD ST	CONSTANTIA	NY	13044	3				(315)623-9472
162202	162238	172451	NU MART, INC.	2328 STATE ROUTE	WEST MONROE	NY	13167	2				(315)668-6384
162202	162236	036009	NORTH BAY MINI MART	2088 ROUTE 49	NORTH BAY	NY	13123	1				(315)245-1135
162202	162236	172449	VELLA'S NO SHORE MK	103 SOUTH LAKE ST	CLEVELAND	NY	13042	1				(315)675-8800
162206	162236	173070	SAL'S GROCERY	115 N MAIN ST	CANASTOTA	NY	13032	1			3038	(315)697-7932
162206	162235	539527	BAILEY'S STOP & SHO	12034 STATE ROUTE	REMSEN	NY	13438	1				(315)831-5895
162206	162234	667897	BOB'S COUNTRY STORE	ROUTE 166	ROSEBOOM	NY	13450	1			0022	(607)264-3007
162206	162236	753482	SILVER CITY MARKET	329 E SENECA ST	SHERRILL	NY	13461	1				(315)363-6590
162206	162235	769173	NICE N EASY #2502	8035 STATE ROUTE	BARNEVELD	NY	13304	1				(315)896-2139
162206	162234	745944	SMOKEY'S	266 N MAIN ST	HERKIMER	NY	13350	1			3035	(000)866-2641
162206	162235	596637	HILLTOP MARKET	ROUTE 26 - BOX 30	WEST LEYDEN	NY	13489	1			3026	(315)942-2338
162206	162234	787328	FREDS FAMILY FOODLA	3478 ONEIDA ST	CHADWICKS	NY	13319	1				(315)737-9564
162206	162235	664270	GREENE'S MOBIL III	384 N GENESEE ST	UTICA	NY	13502	1		2845-0000	3050	(315)733-6817
162206	162236	086899	KEKIS MOBIL SERVICE	400 W DOMINICK ST	ROME	NY	13440	4			3043	(315)336-3130
162206	162235	171939	SHIBLEY'S SUPERETTE	12 COLUMBIA ST	MOHAWK	NY	13407	1			3069	(315)866-9859
162206	162235	172352	WILLIAMSON FOODLAND	102 E SCHUYLER ST	BOONVILLE	NY	13309	1				(315)942-2614
162206	162235	419907	NICE N EASY #2501	12200 STATE ROUTE	POLAND	NY	13431	1	NYS			(315)826-7222

PAGE BREAK TOTAL ACCOUNTS 20 TOTAL QUANTITY 26

TEMPLATE TOTAL ACCOUNTS 20 TOTAL QUANTITY 26

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